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ABSTRACT

This instructor's guide accompanies the self-paced student training modules on parts counter, available separately as CE 031 572. Introductory materials include a description of the components of the pre-apprenticeship project, discussion of teacher's role in students' completion of the modules, and scope and contents of Phase 2 training. Each of the 23 modules are briefly summarized according to this format: number of new vocabulary words; goal; performance indicators; overview and suggestions; description of any assignment(s) and/or job sheet(s) and listing of materials, tools, and equipment necessary to complete them; and supplementary references. An annotated bibliography contains references for further study and/or clarification of a topic. (YLB)

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PRE-APPRENTICESHIP

PHASE 2 TRAINING

Instructor's Guide

Parts Counter

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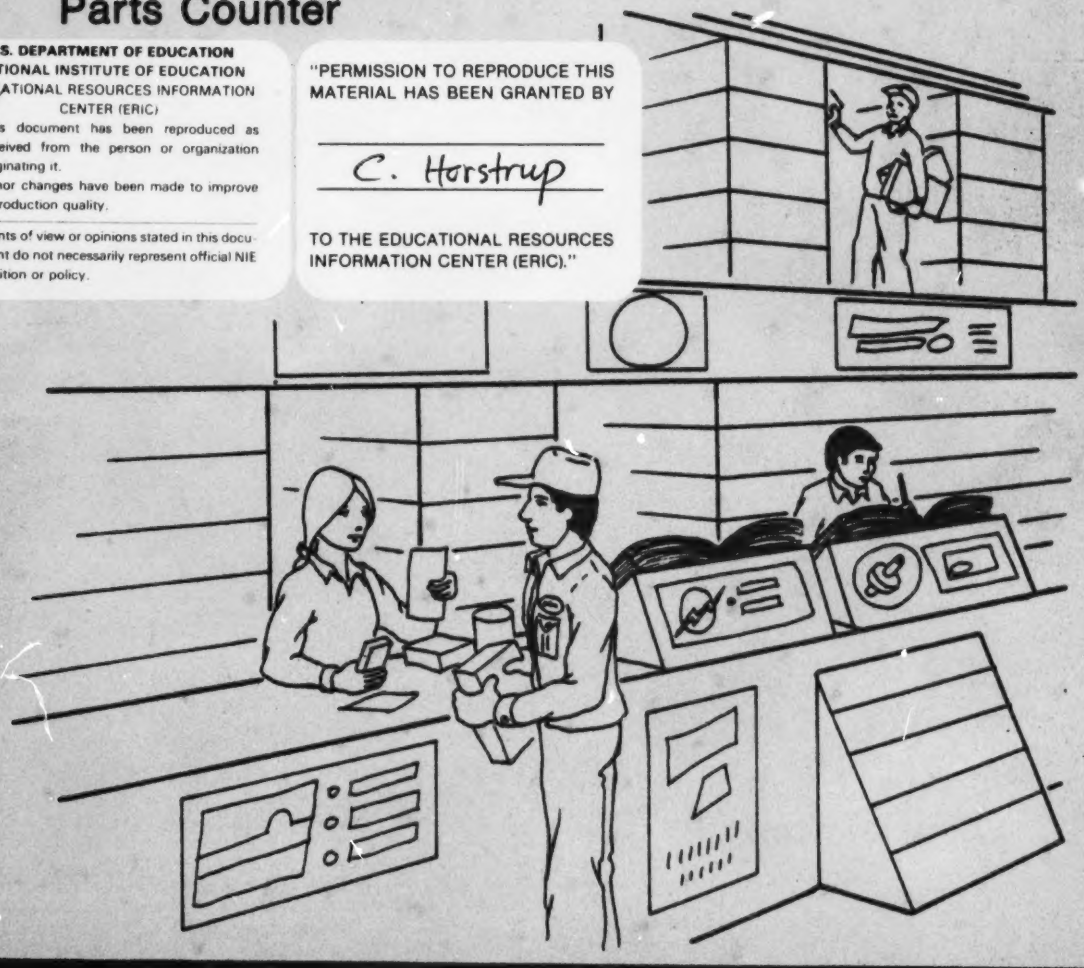

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Office of the President

July 27, 1981

On behalf of Lane Community College, I wish to express our pride and gratitude for the opportunity to participate in the development of the Pre-Apprenticeship training materials. We also wish to commend the Oregon Department of Education for its original concept and continued support; and, the Educational Linkages Component of the CETA Governor's Grant for funding.

The goals of this project are many, but none are more important than that of producing valid, understandable vocational curriculum material. We congratulate the tradespeople and production staff for thier accomplishments.

Finally, I recommend this material to anyone exploreing Pre-Apprenticeship as an entry into the vocational work world, with the hope and belief that it will go a long way toward producing skilled craftspeople who are dedicated to their work.

Sincerely,

Eldon G. Schafer

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Phase II

INTRODUCTION

This is the second phase of a designed multi-phase project of pre-apprenticeship study. Phase II begins in earnest the development of manipulative skills essential to the trade. It re-introduces and elaborates on many of the tools, materials and equipment set forth in Phase I, and introduces projects and assignments designed to build trade knowledge and trade manipulative skills.

The project consists of three major components:

1) INSTRUCTOR'S GUIDE, containing a brief summary of each of the trade modules, including the materials, tools and equipment necessary to complete the Job Sheets and/or Assignments; an annotated bibliography for further study and/or clarification of a topic.

2) Self-paced LEARNING MODULES for student study. The modules are designed to impart trade knowledge and skills to the student. Each module is comprised of the following:
   a) Cover Sheet--lists module title, goals, performance indicators
   b) Study Guide--gives directions for completion of module
   c) Introduction (optional)--explains why the module is important
   d) Vocabulary--lists and defines any new trade terms or technical words necessary for understanding the module's content
   e) Supplementary References--details where to go for further study
   f) Information--provides information and graphics covering the module's topic(s)
   g) Self Assessment (optional)--provides students an opportunity to test their comprehension
   h) Assignment (optional)--enables students to research further into the topic
   i) Job Sheet (optional)--lists materials and tools necessary to complete the tasks which are designed to develop manipulative skill
   j) Post Assessment (optional)--enables the instructor to test student comprehension

3) SURVIVAL or COPING SKILLS MODULES have been developed to promote

social skills development. These 43 modules elaborate on the topics introduced in Phase I and cover such topics as: Losing your Driver's License, Death in the Family, Divorce, Time Management, Buying a Home, Maintaining Credit, and other social skills which have a bearing on the quality of work life and personal satisfaction.

IMPLEMENTATION

It is essential during Phase II that the student develop the skills necessary to perform the tasks of the trade as outlined and demonstrated in the modules. For this reason, the instruction should be conducted by a skilled craftsperson from the trade or occupation who has the necessary teaching skills.

At the completion of Phase II, the trainee will have enough experience with the occupation to decide whether to continue with the training into Phase III, which will ultimately represent a career choice and entrance into apprenticeship.

Recommendations for successful module completion

This phase of pre-apprenticeship study requires the student to develop job skills which will enable him or her to be a productive worker or to decide against pursuing the trade as a viable career choice. To that end, the instructor should:

1) Realize that skill-building and development is dependent on repeated physical performance and self-confidence.

2) Provide a setting in which students are encouraged to develop skills at their own individual pace. Assessments are designed as tests of comprehension, not as tests of skills or trade abilities.

3) Coordinate the use of materials, tools and equipment so that each student can fulfill his or her potential.

4) Ensure that each student practices the trade skills in the accepted manner, and practices enough to develop skills to a professional trade standard.

5) Make arrangements for visitations (to stores, shops, jobsites, etc.) and ensure that students participate fully.

6) Grade or comment on individual Assignments and Assessments, to ensure students are aware of their progress.

7) Ensure that the trade skills and knowledge presented in one module are fully understood by the student before allowing him or her to continue to subsequent modules.

SCOPE

Trades developed for study in Phase II include:

Drywall	Bricklaying
Painting	Parts Counter
Plumbing	*Electrical
Floor Laying	*Welding
Plastering	*Auto Mechanic
Cement Finishing	*Carpentry
Tilesetting	

* Adapted from previously developed ILS material.

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Promotions, Advertising and Merchandising

MODULE TITLE: CATALOG ARRANGEMENT AND INDEXING

NUMBER IN SERIES: 1st of 23

NEW VOCABULARY WORDS: 13

GOAL:

The student will be able to recognize methods of arranging and indexing catalogs.

PERFORMANCE INDICATORS:

The student will demonstrate knowledge of the subject by successfully completing a Self Assessment, an Assignment and a Post Assessment.

OVERVIEW AND SUGGESTIONS:

This module covers the 3 most common methods used to organize parts catalogs:

1. Weatherly System
2. Factory Group Number Systems
3. Manufacturer's name

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The student is required to examine parts catalogs and their systems of arrangement. The instructor may arrange for visits and should make available G.M., Ford and local parts store catalogs.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

None.

SUPPLEMENTARY REFERENCES:

The Inside Salesman

Auto Parts Manual

Counterman's Handbook

MODULE TITLE: KEEPING CATALOGS CURRENT

NUMBER IN SERIES: 2nd of 23

NEW VOCABULARY WORDS: 6

GOAL:

The student will understand the importance of keeping catalogs current and will be able to identify procedures for keeping them current.

PERFORMANCE INDICATORS:

Given a set of old and current catalogs, the student will update a catalog set and will complete a Self and Post Assessment.

OVERVIEW AND SUGGESTIONS:

This module covers some of the things the manufacturer can do to keep catalogs current. Also, procedures for keeping track of when catalog changes are made (and by whom) are covered.

Have students discuss what the best way to do these things would be.

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The student is required to visit an auto parts store to ask questions and to take notes on the answers.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

The student is required to update a catalog and to observe a parts counter worker dealing with customers.

Requires: up-to-date catalogs, old catalogs, and price lists

SUPPLEMENTARY REFERENCES:

Auto Parts Counter Worker

The Inside Salesman

Counterman's Handbook

MODULE TITLE: INTERPRETING CUSTOMER NEEDS

NUMBER IN SERIES: 3rd of 23

NEW VOCABULARY WORDS: 5

GOAL:

The student will learn techniques that parts counter workers use to find the correct part for the customer.

PERFORMANCE INDICATORS:

The student will successfully complete a Self Assessment, Assignments, a Job Sheet and a Post Assessment.

OVERVIEW AND SUGGESTIONS:

This module covers the basics of parts catalog pages and how information received from the customer is translated in the parts catalogs.

The instructor should provide parts catalogs and require the students to look up parts until students become familiar with catalog symbols and notes.

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The assignments require the students to role play and to find information in parts catalogs.

Requires: parts catalogs

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

SUPPLEMENTARY REFERENCES:

Counterman's Handbook

The Inside Salesman

MODULE TITLE: HANDLING MONEY CORRECTLY

NUMBER IN SERIES: 4th of 23

NEW VOCABULARY WORDS: 3

GOAL:

The student will be able to identify the principles of handling money correctly and will practice those principles.

PERFORMANCE INDICATORS:

The student will complete a Self and Post Assessment and will practice counting out change. The student will become proficient in the use of a cash register and an adding machine or calculator.

OVERVIEW AND SUGGESTIONS:

This module stresses the "safe" handling of money in terms of locking up excess amounts, as well as the correct way to make change. Students should practice making change as described in the module.

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The student is required to practice counting out change.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

The students should practice the use of the equipment (cash register, adding machine, calculator) until they are proficient.

Requires: cash register, adding machine or calculator

SUPPLEMENTARY REFERENCES:

Counterman's Handbook

The Inside Salesman

Auto Parts Counter Worker

MODULE TITLE: SELLING: GETTING THE JOB DONE

NUMBER IN SERIES: 5th of 23

NEW VOCABULARY WORDS: 5

GOAL:

The student will be able to identify good sales attitudes.

PERFORMANCE INDICATORS:

The student will complete a Self and Post Assessment and will observe and practice sales techniques.

OVERVIEW AND SUGGESTIONS:

This module covers the actual steps in selling. "Role playing" is an effective method in helping students overcome shyness, and in helping them to develop a good attitude.

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The assignment requires students to visit a parts store and observe a counter worker in "action."

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

Requires "role playing."

SUPPLEMENTARY REFERENCES:

The Sale Begins When the Customer Says "No"

Cases in Marketing

The Big Sell

MODULE TITLE: SALESMANSHIP

NUMBER IN SERIES: 6th of 23

NEW VOCABULARY WORDS: 0

GOAL:

The student will identify the steps in handling the customer orders in a satisfying manner.

PERFORMANCE INDICATORS:

The student will understand the fine principles necessary for developing a good sales attitude by completing a Self Assessment, an Assignment, a Job Sheet and a Post Assessment.

OVERVIEW AND SUGGESTIONS:

This module explores proper attitudes and practices in counter selling and in sales.

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The Assignment requires the students to summarize the module's contents.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

SUPPLEMENTARY REFERENCES:

Counterman's Handbook

Auto Parts Counter Worker

The Inside Salesman

MODULE TITLE: PICKING MERCHANDISE: "MAJOR SUPPLIERS"

NUMBER IN SERIES: 7th of 23

NEW VOCABULARY WORDS: 0

GOAL:

The student will be able to identify the differences between a major supplier and lesser-known suppliers, and will identify advantages and disadvantages of each.

PERFORMANCE INDICATORS:

The student will demonstrate an understanding of the subject by completing a Self Assessment, an Assignment, a Job Sheet and a Post Assessment.

OVERVIEW AND SUGGESTIONS:

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The Assignment requires students to work with daily order sheets.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

The Job Sheet requires the students to visit a parts store to see the daily parts order sheet.

SUPPLEMENTARY REFERENCES:

Parts Catalogs (any years)

Parts Jobbers Daily Order Sheet

MODULE TITLE: PICKING MERCHANDISE: "WAREHOUSE"

NUMBER IN SERIES: 8th of 23

NEW VOCABULARY WORDS: 3

GOAL:

The student will become familiar with parts picking in a regional warehouse.

PERFORMANCE INDICATORS:

The student will demonstrate knowledge of the subject by successfully completing a Self Assessment, an Assignment and a Post Assessment.

OVERVIEW AND SUGGESTIONS:

Warehouse layout and the duties of parts pickers are covered in this module.

Try to arrange a visit to a major warehouse that supplies local parts stores. Usually, a group visit is more convenient than individuals visiting at different times.

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The Assignment requires students to visit a local parts warehouse or regional warehouse and take notes of what is observed.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

None.

SUPPLEMENTARY REFERENCES:

Auto Parts Counter Worker

MODULE TITLE: PICKING MERCHANDISE: "SMALL STORE"

NUMBER IN SERIES: 9th of 23

NEW VOCABULARY WORDS: 1

GOAL:

The student will be able to identify the steps involved in "picking merchandise."

PERFORMANCE INDICATORS:

The student will demonstrate knowledge of the subject by successfully completing the Self Assessment, the Assignment and the Post Assessment.

OVERVIEW AND SUGGESTIONS:

This module stresses the importance of being accurate. One way to reinforce this graphically would be to give the students mismatched parts. Then let them try to make the parts fit together.

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The student is required to visit a parts store, talk about parts picking with workers and take notes for the instructor to read.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

None.

SUPPLEMENTARY REFERENCES:

Counterman's Handbook

The Inside Salesman

Auto Parts Counter Worker

MODULE TITLE: PICKIN MERCHANDISE: "SPECIAL ORDER PARTS"

NUMBER IN SERIES: 10th of 23

NEW VOCABULARY WORDS: 1

GOAL:

The student will understand and be able to explain what it means to "special order" parts.

PERFORMANCE INDICATORS:

The student will demonstrate knowledge of the subject by successfully completing a Self Assessment, an Assignment and a Post Assessment.

OVERVIEW AND SUGGESTIONS:

This module discusses common ways in which counter workers may find parts.

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The Assignment requires the student to visit a local parts store and inquire about "special ordered" parts.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

None.

SUPPLEMENTARY REFERENCES:

MODULE TITLE: PICKING MERCHANDISE: "HARD TO GET PARTS"

NUMBER IN SERIES: 11th of 23

NEW VOCABULARY WORDS: 3

GOAL:

The student will be able to identify hard-to-get parts and will determine how they may be obtained.

PERFORMANCE INDICATORS:

The student will complete a Self Assessment, an Assignment and a Post Assessment.

OVERVIEW AND SUGGESTIONS:

This module covers the basic and some "finer" points in locating hard-to-get parts. If there is someone in your community who specializes in restoring old cars, that person could talk to the class about difficulties in finding parts.

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The student is required to contact local dealers and manufacturers' distributors to find out which companies supply obsolete parts. The student will make a list of some obsolete parts and give this list to the instructor.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

None.

SUPPLEMENTARY REFERENCES:

Hollander Interchange Book

Manufacturer's Parts Manuals (any year)

MODULE TITLE: SHIPPING

NUMBER IN SERIES: 12th of 23

NEW VOCABULARY WORDS: 9

GOAL:

The student will learn the procedures for shipping merchandise.

PERFORMANCE INDICATORS:

The student will demonstrate knowledge of the subject by successfully completing the Self Assessment, the Assignment, the Job Sheet and the Post Assessment.

OVERVIEW AND SUGGESTIONS:

This module discusses various ways to ship merchandise effficiently and inexpensively; discusses routing in general.

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

Arrangements may be made for a visit to parts stores, motor lines and bus lines. The student is required to inquire about freight services and rates.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

The Job Sheet requires students to become familiar with UPS forms, and to locate information on UPS shipping.

SUPPLEMENTARY REFERENCES:

Counterman's Handbook

Auto Parts Counter Worker

MODULE TITLE: PRICING ITEMS FOR SALE

NUMBER IN SERIES: 13th of 23

NEW VOCABULARY WORDS: 4

GOAL:

The student will learn and practice the technique for pricing sale parts and will understand price lists.

PERFORMANCE INDICATORS:

The student will demonstrate knowledge of the subject by successfully completing the Self Assessment, Assignment, Job Sheet and Post Assessment.

OVERVIEW AND SUGGESTIONS:

This module introduces pricing and price lists. To insure that students become familiar and comfortable with price lists, the instructor should make an effort to provide as many <u>different</u> lists as possible, and ask students to locate information.

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The Assignment requires the student to practice using a price list, and to visit a parts jobber.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

The Job Sheet requires the student to practice with other price lists.

SUPPLEMENTARY REFERENCES:

Parts Price Lists from various manufacturers

Counterman's Handbook

Auto Parts Counter Worker

MODULE TITLE: OPERATING A MICROFICHE READER

NUMBER IN SERIES: 14th of 23

NEW VOCABULARY WORDS: 5

GOAL:

The student will be able to demonstrate how microfiche systems work and explain why they are useful in the auto parts industry.

PERFORMANCE INDICATORS:

The student will successfully complete the Self Assessment, an Assignment, a Job Sheet and a Post Assessment.

OVERVIEW AND SUGGESTIONS:

Microfiche machines are now used in some libraries in place of card catalogs. If this kind of system is available, students could visit the library to get an idea of just how much information can be stored in a small space.

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The Assignment requires the student to use a microfiche machine in the classroom.

Requires: microfiche reader, microfiche auto parts cards, auto parts catalogs.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

The student is required to observe a microfiche machine being used in an auto parts store.

SUPPLEMENTARY REFERENCES:

National Cash Register Operating Guide for Microfiche

MODULE TITLE: INVENTORY CONTROL

NUMBER IN SERIES: 15th of 23

NEW VOCABULARY WORDS: 5

GOAL:

The student will be able to explain why physical inventory is important.

PERFORMANCE INDICATORS:

The student will demonstrate knowledge of the subject by successfully completing a Self Assessment, an Assignment, a Job Sheet and a Post Assessment.

OVERVIEW AND SUGGESTIONS:

This module covers the two general methods for inventory control: physical inventory and perpetual inventory. After completing the Self Assessment, students could discuss this question:

"If you could use either a physical inventory system or a perpetual inventory system (but not both), which would you choose and why?"

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The Assignment requires the student to examine different examples of inventory control cards.

Requires: inventory control cards

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

The Job Sheet requires the students to visit parts stores to see inventory control procedures in operation and write a report.

SUPPLEMENTARY REFERENCES:

Counterman's Handbook

Auto Parts Counter Worker

The Inside Salesman

MODULE TITLE: RECEIVING MERCHANDISE

NUMBER IN SERIES: 16th of 23

NEW VOCABULARY WORDS: 10

GOAL:

The student will be able to explain how to check merchandise when it is received and how to handle shortages and damaged items.

PERFORMANCE INDICATORS:

The student will demonstrate knowledge of the subject by successfully completing a Self Assessment, an Assignment, a Job Sheet and a Post Assessment.

OVERVIEW AND SUGGESTIONS:

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

Arrangements should be made to visit a parts store, as students are required to investigate forms used by the store and the procedure used when merchandise is received.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

Arrange a visit with a shipping company and a parts store. The student is required to assist and investigate the handling of a shipment.

SUPPLEMENTARY REFERENCES:

Counterman's Handbook

Auto Parts Counter Worker

MODULE TITLE: STOCKING: STOCK TURNOVER

NUMBER IN SERIES: 17th of 23

NEW VOCABULARY WORDS: 6

GOAL:

The student will understand stock investment and turnover.

PERFORMANCE INDICATORS:

Given a theoretical problem, the student will demonstrate an understanding of problem solving in stock control and sales by successfully completing a Self Assessment, an Assignment, a Job Sheet and a Post Assessment.

OVERVIEW AND SUGGESTIONS:

This module discusses different turnover rates for parts so that students can learn about the profit margins for different rates of turnover.

One thing that might be stressed with the students is that an auto part is money to the store owner. The owner is really storing money in the shape of auto parts.

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

Arrangements should be made to visit several parts stores in the area.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

SUPPLEMENTARY REFERENCES:

Auto Parts Counterman

The Inside Salesman

Auto Parts Counter Worker

MODULE TITLE: STOCKING

NUMBER IN SERIES: 18th of 23

NEW VOCABULARY WORDS: 2

GOAL:

The student will be able to properly receive and store parts stock.

PERFORMANCE INDICATORS:

The student will complete a Self Assessment, an Assignment, a Job Sheet and a Post Assessment.

OVERVIEW AND SUGGESTIONS:

The student will learn about storage bin arrangements used in stocking parts and be able to trace the route of merchandise from receiving to storing.

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The student is required to visit a parts store to see bin numbering and lettering systems and to write a report on the visit.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

The student is required to visit a parts store and diagram how the store is laid out and equipment used in the store.

SUPPLEMENTARY REFERENCES:

Counterman's Handbook

Auto Parts Counter Worker

MODULE TITLE: STOCKING

NUMBER IN SERIES: 19th of 23

NEW VOCABULARY WORDS: 3

GOAL:

The student will understand good stocking and customer service.

PERFORMANCE INDICATORS:

The student will complete a Self Assessment, an Assignment, a Job Sheet and a Post Assessment.

OVERVIEW AND SUGGESTIONS:

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The Assignment requires the student to answer questions regarding the module.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

The student is required to visit a parts store(s) and inquire about stocking procedures.

SUPPLEMENTARY REFERENCES:

The Inside Salesman

Auto Parts Counter Worker

Counterman's Handbook

MODULE TITLE: RETURNED MERCHANDISE

NUMBER IN SERIES: 20th of 23

NEW VOCABULARY WORDS: 0

GOAL:

The student will be able to identify the steps involved in accepting and handling returned merchandise.

PERFORMANCE INDICATORS:

The student will demonstrate knowledge of the subject and practice the skills by completing a Self Assessment, an Assignment, a Job Sheet and a Post Assessment.

OVERVIEW AND SUGGESTIONS:

This module helps the student learn about different types of returned parts: exchange parts, broken parts, defective parts. The different way each type of return is handled is also covered.

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The student is required to visit a local parts store to observe the handling of cores and the paperwork involved, then to write reports on the visit.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

The student is required to practice writing invoices to cover things such as: warranty, cores, refunds, credit.

Requires: blank invoices.

SUPPLEMENTARY REFERENCES:

Counterman's Handbook

The Inside Salesman

Auto Parts Counter Worker

MODULE TITLE: MACHINE SHOP AND CUSTOMER SERVICE

NUMBER IN SERIES: 21st of 23

NEW VOCABULARY WORDS: 5

GOAL:

The student will be able to identify functions and processes of the auto parts store's machine shop operation.

PERFORMANCE INDICATORS:

The student will demonstrate knowledge of the subject by successfully completing a Self Assessment, a Job Sheet and a Post Assessment.

OVERVIEW AND SUGGESTIONS:

The instructor should ensure that the student is familiar with the machines listed in the module, since they are the commonly used machines in automotive parts counter work.

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The instructor may arrange for visits to:

1. a machine shop
2. a parts store that has its own machine shop
3. a parts store that doesn't have a machine shop

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

The Job Sheet requires the student to visit a machine shop and make observations.

SUPPLEMENTARY REFERENCES:

The Inside Salesman

Counterman's Handbook

Auto Parts Counterman

MODULE TITLE: IDENTIFICATION OF SHEET METAL BODY PARTS

NUMBER IN SERIES: 22nd of 23

NEW VOCABULARY WORDS: 22

GOAL:

The student will be able to identify basic auto body sheet metal parts in a catalog and locate the parts.

PERFORMANCE INDICATORS:

The student will demonstrate knowledge of the subject by successfully completing the Self Assessment, an Assignment, a Job Sheet and a Post Assessment.

OVERVIEW AND SUGGESTIONS:

This module covers the basics of things like reading manufacturers' abbreviations, special duties of sheet metal parts pickers, special catalog illustrations, etc.

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The Assignment requires the student to identify basic body parts and define common abbreviations.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

The Job Sheet requires the student to locate parts and part numbers on special catalog illustrations.

SUPPLEMENTARY REFERENCES:

Parts Catalogs (various manufacturers: G.M., Ford, Chrysler, etc.)

Automobile Body Reconditioning

Automotive Collision Work

MODULE TITLE: PROMOTIONS, ADVERTISING AND MERCHANDISING

NUMBER IN SERIES: 23rd of 23

NEW VOCABULARY WORDS: 3

GOAL:

The student will learn and be able to identify basic advertising and merchandising methods.

PERFORMANCE INDICATORS:

The student will demonstrate an understanding of display methods by completing a Self Assessment, an Assignment and a Post Assessment.

OVERVIEW AND SUGGESTIONS:

ASSIGNMENT(S) DESCRIPTION AND MATERIALS REQUIRED:

The student is required to visit several parts stores, observe displays and list items in categories.

JOB SHEET DESCRIPTION AND MATERIALS AND TOOLS REQUIRED:

None.

SUPPLEMENTARY REFERENCES:

Counterman's Handbook

Auto Parts Counter Worker

The Inside Salesman

BIBLIOGRAPHY

AUTO PARTS COUNTERMAN
California State Dept. of Education
(1967)

This set (workbook and testbook) were very good as a tool to teach parts counter entry level basics. It is now out-of-date in some topics and limited in others. It is easy to follow and gives a good view of much of what counter workers do.

AUTO PARTS COUNTER WORKER
University of Texas at Austin
(1979)

Generally a very good book used to train parts counter workers. Limited in some areas of the trade, but the scope is very broad. A good reference and training manual for most.

CASES IN MARKETING
Laurence C. Lockley
Allyn
(1964)

A fairly-well written book, but tough reading for grades 9-12.

BIBLIOGRAPHY

THE BIG SELL
Pierce Berton
Knopf
(1963)

A good, easy-to-read reference for instructor and student. Contains some "learn to sell" points; well thought out, organized and explained.

THE INSIDE SALESMAN
National Auto Parts Association

A good, small, concise book, which is limited in scope and contains few illustrations.

COUNTERMAN"S HANDBOOK
A.S.I.A.
McGraw-Hill, Inc.
(1971)

Well done book, used to train parts counterworkers.

BIBLIOGRAPHY

THE SALE BEGINS WHEN THE CUSTOMER SAYS "NO"
Elmer G. Letterman
Manor Book
(1953)

A good book on pressure selling.

SHOP ORGANIZATION AND MANAGEMENT
Gilbert G. Weaver
Pitman Publishing Corporation
(1959)

Good explanations of how to set up and operate an auto repair business. (Ideas can be incorporated or adapted to parts counter trade.) Tax information is out-of-date.